

WANTS

FIVE CENTS A LINE

If you have anything useful that you want to sell, or if there is anything useful you want to buy, place an advertisement in The Record. If you have a buggy that's lying idle in the barn; a stove or other household goods you don't use; if you have any stock you want to sell or trade; if you want a girl for housework; in fact, if you want to buy, rent or sell, just try our Want Column.

Remember the price is only Five Cents a Line, Minimum price Fifteen Cents. Try it. Both Phones No. 13.

THE RECORD'S WANT COLUMN

- FOR SALE—Modern, brick house. Inquire at this office. 36-tf-c
FOR SALE—Good house with modern conveniences on State street. Reasonable terms. Inquire of P. W. Creaser. 41-tf
WANTED—everybody who is in a hurry—to eat their meals at Miner's Cafe. Quick service our hobby. 43-tf-c
FOUND—Ladies pocketbook, containing some money and other articles. Owner can have same by calling at this office, proving property and paying for ad. 46-tf
LOST—Pocket book containing considerable money. Any information given will be rewarded. Thomas Grover. 46-2t-p
FOR SALE—Three young sows with pigs. Lee Rockafellow, 2 miles south of Elwell. Bell phone. 47-1-t
ROOMS FOR RENT—Two rooms furnished or unfurnished. Close to Republic Motor Truck plant. Inquire at this office. 47-tf
FOR SALE—Out house in good condition. Inquire of Sullivan & Hansell. 47-1-t-p
FOR SALE—A good canoe, lazybacks, paddles, cushions, rug, camping outfit. R. Stacy, Dr. Gardner's residence. 47-1-t-p
FOR SALE—Overland touring car would make good speedster, in good repair, for only \$150.00. Work horse and driver, weight ten hundred \$50.00. Good driving buggy \$25. \$50.00 Columbia disc talking machine with 20 records in good repair \$20.00. One god organ \$10.00, one for in a piano case \$40.00. A good used piano for \$125.00 delivered. Every one of these are extra bargains. Inquire for Smith at the Alma Music Store. 47-1-t-c

MAN STRUCK BY CAR

Several Accidents Occur in City—None Serious

While attempting to circle in front of an approaching automobile, Saturday afternoon, James Shanaman, employed at the Republic Motor Truck company, was knocked from his bicycle and thrown under the machine. The accident occurred at the corner of State street and Superior street.

Mr. A. G. Leitch, manager of the Gratiot County Gas company, was driving his car down State street expecting to turn west. He saw the approaching bicycle rider and anticipating his intention threw on the brakes just as the collision occurred. The car had to be lifted before Shanaman could be removed. Outside of a few bruises Shanaman was not injured.

Losing control of his machine momentarily E. J. Ross, proprietor of Riverside Farm, west of Superior street, crashed into the curbing in front of L. N. Baker's store, Saturday morning, demolishing a boulevard lamp post and causing considerable damage to the radiator of the car. Mr. Ross escaped without a scratch, although the heavy lamp post fell over onto the front seat of the car. Mr. Ross was looking over his shoulder at the time and steered the machine to the curb.

Will Amsbury sustained a broken collar bone when the automobile which he was driving went into the ditch last Thursday afternoon, near the driving club. Mr. Amsbury was turning the car around when the accident occurred.

CHURCH NOTES

As Furnished by the Pastors
Rev. J. W. Priest will deliver the sermon Sunday morning at the Baptist church, the subject of which will be "Abundant Life". The topic for the young peoples meeting at 6:30 in the afternoon will be "Purity, Temperance, Strength." The leader is Helen Huff. Sunday school is announced for the regular hour.

Regular services will be held at the First Methodist church, Sunday morning and evening. Rev. Thomas G. R. Brownlow will deliver the sermons. The subject of the morning sermon will be "Ambassadors for Christ" the evening subject, "The Father."

Regular services at St. Mary's church are announced as follows. The first and second Sundays in the month services will be held at 8:30 o'clock in the morning, and on the fourth and fifth Sunday at 10:30. Rev. Joseph Nimrichter will assist Father Mulvey in the work of this parish from now on.

"Loyalty to Christ" will be the subject taken by Rev. J. Frank Jackson of St. John's church, Sunday morning. At 8:00 o'clock in the morning Holy Communion will be observed at the church. Sunday school services will follow the morning preaching service.

Rev. A. B. Bowman will speak on "Regeneration" at the morning services of the United Brethren church, Sunday. The Sunday school will be held at the usual time and place.

The union services will be held at the United Brethren church, Hastings street, Sunday evening at 7:30 o'clock. Dr. W. H. Mason, pastor of the First Presbyterian church will deliver the sermon.

The Lutheran services will be held as usual, Sunday afternoon, Rev. C. Waidehch will have charge and the services will be held in English.

"Sowing in the Wind; Reaping Under the Clouds," will be Dr. W. H. Mason's subject for the morning service at the First Presbyterian church. The regular Sabbath school and the East End afternoon school will be held at the regular time. The young peoples' meeting is at the church at 6:30 in the evening. The mid-week prayer service will commence at 7:30 Thursday evening.

The union services of the city churches have been well attended the past two weeks. Last Sunday evening the Episcopal church was crowded to its fullest capacity. President H. M. Crooks delivered an address, taking "Burdens" as his general theme. Mr. Crooks among others brought out the point that while we should bear one another's burdens yet every man should bear his own burdens to his utmost ability.

MARKET REPORT

Following are the prices paid by the Alma Grain & Lumber Company mill, July 13.

Table with market prices for various commodities including wheat, oats, beans, barley, rye, corn, buckwheat, fat cattle, fat calves, fat lambs, prime hogs, dressed hogs, No. 1 chickens, butter, and eggs.

WILL HAVE ASSISTANT

Rev. Joseph Nimrichter has been secured by Father Mulvey of St. Mary's church in this city to assist him in the work of the Parish.

The parish includes churches in St. Louis, Bannister, Shepard, Vestaburg, Ithaca and Summerton and until now has been under the direct supervision of Father Mulvey.

ADVERTISED LETTERS

Alma, Mich., July 10, 1916
Advertised list for week ending July 10th, 1916.
Mr. Herbert Greswell
Mrs. Nanea Hinds
Mr. Pete Hondau
Mr. George Rierson
Miss Leah Ward.

The above if not called for will be sent to the Dead Letter office, July 24, 1916.

V. P. Cash, Postmaster,

P. M. ENGINE LEAVES TRACK

The engine of the Pere Marquette flyer, west bound, on the Saginaw-Grand Rapids division, was derailed Friday afternoon. The train was delayed several hours. No one was injured.

Feel mean, cross, ugly, sore at yourself and every one else. Do you know what is wrong? Your stomach is out of whack, Hollister's Rocky Mountain Tea will put it back. Taken tonight, tomorrow be right. Don't wait. 35c. Tea or tablets. Look-Paterson Drug Co.—Adv.

Some Big Battles.
At Leipzig the forces were: French, 260,000; Austrians, Prussians and Russians, 240,000; total, 460,000. At Waterloo—French, 71,947; allies, 67,661; total, 139,608. At Gettysburg—Federal, 95,000; Confederate, 75,000; total, 170,000. At Mukden—Russian, 400,000; Japanese, 501,000; total, 701,000.



That life is not all a proposition of guns and drums along the Mexican border, is shown by the accompanying photograph, taken recently at El Paso, Texas. The Buquet Motor Company, distributors of Maxwell cars in El Paso, were awake to the romance of the month of June. They painted some of their Maxwell touring cars pure white, a real bridal tone, and any happy couples getting married in the Texas town had the use of a car free for the wedding festivities.

This photograph shows a gay wedding party. The bride and her attendants are wearing evening sport jackets with stripes to match the slip covers on the Maxwell car.

Needless to say, the fleet of pure white Maxwells has been very popular in El Paso during the open season for matrimony. While a war game is in progress across the Rio Grande, the Maxwell distributors are promoting a little game of hearts in Texas. Business is reported brisker than usual at the marriage license counter in El Paso.

Zu Zu advertisement featuring a character and the text: 'Oh, say! I say! You say Zu Zu to your grocer man and you'll get snappy, spicy ginger snaps. NATIONAL BISCUIT COMPANY 5c'.

To CHICAGO And All Points West Via Muskegon or Grand Haven The Goodrich Way. Lv. Muskegon daily 7:30 p. m. - 8:30 a. m. Sat. 10:30 p. m. (Except Friday) Lv. Grand Haven daily 10:30 p. m. 10:00 a. m. Sat. Fare—Muskegon or Grand Haven to Chicago \$2.25 One Way \$4.00 Round Trip. Goodrich Transit Co.

BUY AT HOME DEPARTMENT

GET ALL THE MILEAGE YOU CAN, it will pay you to have your tires Steam Vulcanized and repair Blow Outs, Rim Cuts, Sand Blisters. Our phone is Union 321. L. R. Perkins. Rear of Alma State Savings Bank.

GET THE TRADE AT HOME spirit for all kinds of Hardware, Stoves, Builders tools, Household goods. See us first, we will sell you close prices. Boost for Home Trade. Earl C. Clapp.

COME IN AND BE CONVINCED. Let us show you where One Dollar will buy more and better merchandise than from any mail order house. G. J. Maier & Co., Clothing and Shoes, Alma, Mich.

DON'T RELY ON PHOTOGRAPHS of Furniture. See the real thing before you buy. Our prices and fair treatment will keep your money in town that will help some. G. V. Wright.

YES, WE DO SHEET METAL WORK. Install Furnaces and do Plumbing and Heating. We pride ourselves on doing our work right at right prices. Call us up. Brown & Hubbard.

DO YOU KNOW THE SANTA Humo Cigar is a product of Alma? It made right here and sells for 6, 7, and 8 cents? It is clear Havana Boost for Home Trade. McKenzie Bros., Mfg.

GIVE US A CHANCE FIRST. WE can save you money on your Implements. We buy Beans, Grain, Hay, Seeds, Wool. "Buy at Home" is our motto. Alma Elevator Co.

WATERMAN'S IDEAL FOUNDATION. A very suitable gift for graduation. The most popular and serviceable pen on the market. On sale at Brunner's Drug store.

IF YOU START TO BUILD GET our estimates on Lumber and Building material. We carry a big stock and can make prompt delivery and treat you right. Home Lumber & Fuel Co.

DO YOU NEED A HOME MARKET? Would you want your home market eliminated entirely? Did you ever need a little accommodation like credit? Is it worth anything to you to see the goods you buy before you pay for them? Think it Over. Cushing & Benedict. "Where you do the best."

WE DO A WHOLESALE BUSINESS in staple and fancy groceries and our prices are always right, we are boosters for Home Trade. James Redman, Wholesale Grocer, Alma, Michigan.

ALMA ROLLER MILLS. "MILLS of High Grade Flours." We endeavor to mill a flour that will insure repeat orders, and judging from the business we are receiving in Alma our endeavors are well repaid.

THE REXALL STORE ARE ALWAYS reliable and carry the best in all kinds of drugs and medicines. See our large line of wall paper. Our prices will please you. Look-Paterson Drug Co., The Rexall Store.

LADIES OF ALMA LISTEN—Now is the time to buy Millinery goods. We are giving 1-3 off on Hats trimmed and untrimmed, 1-4 off on other goods. Mrs. A. Woodland, Milliner.

WE USE NO CHEMICALS OR acids in our Laundry, nothing but pure soap and water. We guarantee our work everytime. Family-washing a speciality. Give us a trial, we will please you. Alma City Laundry.

WE ARE MAKING A SPECIAL drive on Wall Paper and Window Shades, get our prices first. Have you got your Kodak, now is the time to buy. Chas. G. Rhodes, Drug Store.

COFFEE—YES WE BUY IT AT Crampton's, when it is always fresh roasted.

OUR LARGE CAPITAL AND resources are at your command we do all kinds of legitimate Banking and pay four per cent on savings accounts. Come in and let us get acquainted and all boost for Alma and Home Trade. Alma State Savings Bank.

OUR MOTTO IS TO LIVE AND LIVE. Our fair treatment will hold your trade. Get our prices first for Hardware and your money will stay in Alma. Sanderhoff & Glass.

LOOK OUT! LOOK OUT! We are now in the DRAY BUSINESS for draying, moving, plowing gardens, team work and clipping horses. Burrell & Rockafellow Union 18 220 Prospect

Gray & Gray Lunch Room When looking for the best short orders in the city call on Gray & Gray. Everything up-to-the-minute. Best Coffee in City.

OUR THEATRE IS WELL VENTILATED and our electric fans will keep you cool while you are seeing the best in film productions. Note our attractions in advance. Weese Vaudette, Alma, Mich.

WHEN YOU BUY FROM US YOU are sure of getting the best in meats of all kinds. We make our own sausage. Boost for Home Trade. Brewer's Market.

BRING YOUR GROCERY ORDERS to us, get our prices, then your money will stay in Alma. A full line of Staple and Fancy groceries. Come in and Boost for Home Trading. Anderson & Hauck.

NEVER BUY JEWELRY FROM a picture book it all looks alike. Deal with your home responsible merchants then you take no chances. We do your watch repairing too. A. B. Scattergood, Jeweler.

MAKE UP YOUR GROCERY order but don't send it to a mail order house bring it to us we can beat them. please make us prove it. Miller Bros. Grocery.

LOOK UP YOUR LAST SUMMERS hand and send it to us and we have it cleaned and pressed, if you do not trust it will be done right. The Sanitary Dry Cleaners. 117 1/2 Superior street.

FORTINO BROTHERS FOR FAN-ty fruit, cigars and tobacco. See Fortino Bros., Alma, Mich., Carload buyers. Get a Fly Slapper.

WHEN IT COMES TO SHOES Our line will suit you. We carry only the best grades and our prices are right. We are boosters for Alma and Home Trading. A. R. Smith, Shoe Store.

WE HAVE SOME SPLENDID bargains in slightly used pianos. Come in and see us. Sawkins, at Victoria Store.

BARTLEY'S MEAT MARKET delivers fresh meats, groceries, fruits and vegetables four times daily at your door the year around and we ask you to compare such service with that given by the mail order system before deciding where to spend your money. J. A. Bartley.

WE HAVE A FULL LINE of graniteware and a complete stock of dishes on hand all the time. Why send to wholesale houses. Buy it at Welch's Bazaar.

ABOUT YOUR NEXT SUIT don't forget that we handle Headlight overalls, Stetson Hats, Fitform clothing and do merchant tailoring. We are boosters for Alma and Home Trading. Slater & Goodes.

DON'T BE A RAINBOW CHASER when in need of anything for the farm. You know our fair treatment and large store of farming implements settles the where question at once. J. M. Montigel.

ALWAYS DEAL WITH YOUR responsible merchant for dry goods we can compete under anyone anywhere and we stand back of all goods everytime. Boost for Home Trade. D. W. Robinson, Dry Goods.

DO YOU KNOW THAT EVERY pair of shoes that you buy out of town hurts you, you can do better at home with your wear dealers—think it over. Economy Shoe Store.

THE BIG FURNITURE STORE IS here to stay and we stand back of our goods, you take no chances. See us for any kind of furniture. Crandell & Scott.

JUST SIMPLY INSIST ON HAVING your bread come from a home bakery. It will keep money at home and help to build up the town, try our bread—you will like it. Smith Bakery, Alma, Michigan.

DO YOU COOK BY GAS? IT IS cleaner and cheaper. See our large line of Gas Stoves and Ranges, water Heaters, Wellsbach light, Reading lamps, etc. Gratiot County Gas Co.

BRING YOUR CAR TROUBLES to us we can repair any make of auto carry a big line of accessories, Firestone tires, agents for Studebaker and Dorn machines. Boost for home trade. M. L. Ferrigo, Alma, Mich.

WHY PATRONIZE OUTSIDERS they add nothing to your progressive city? You have the largest, finest exclusive Music Establishment in Gratiot county, the Alma Music Store—a city store with city prices. Smith & Maney, Props.

ADVERTISE AND YOU'LL SUCCEED

Fight Catalogue Houses With Their Weapons.

PRAIRIE FIRE AN EXAMPLE.

Western Farmer Successfully Copes With Conflagration by Little Blaze of His Own—Why Not Try His Tactics on the Mail Order Menace? Printed Matter a Great Help.

[Copyrighted, 1914, by Thomas J. Sullivan.] The concern which persistently and consistently advertises brings to itself great reward in the form of increased business. Fences, rocks and trees are covered with print and paint. The shower of advertising in the shape of handbills is incessant. They are put into one's hand at every step—at the church door and in hotels, in public vehicles, thrust under private doors and sent by millions through the mails. Glittering Advertising Maze.

The only road to commercial success leads through a glittering maze of advertising. Great boats, bearing on their sails huge advertisements, sail up and down all season before crowded watering places, and now and then a rain of advertisements comes from a wandering aeroplane.

When daylight falls the magic electric light throws advertisements on large screens in conspicuous places in both large and small cities. Shout From Mountain Top. Climb to the mountain top and shout for a solution of the retail mail order evil, and back over the hills will come the answer in the echoing cry "Advertise!"

The life, the fame, the success, the hope and future of commerce lie in that one magic word. Advertising is unquestionably the weapon which will make the community worthless for the retail catalogue houses, but it is not absolutely necessary that printed matter be the whole thing. Personal and individual advertising is most helpful. It is such advertising that gives retail mail order houses their trade.

And through advertising the local merchants can deprive them of much of the trade that comes from their community. Fight the Prairie Fire. The western farmer fights the prairie fire with a little fire of his own, which, kept always under control, he so uses that the bigger fire, finding no fuel there on which to feed, sweeps by and leaves him safe.

So, in your advertising, you have your saving fire with which to fight the consuming competition of retail mail order houses. The printed matter, of course, must continue to be the main reliance for urging people to enter your store. Show windows, however good, are sure to be seen only by a few of those who might need to trade with you, while personal invitations cannot be given quickly enough to a sufficient number to answer everyday purposes.

It is through printed matter that the retail mail order house offerings are constantly made, and, if for no other reason than to prove the determination at least to match their efforts for trade in your community, use the local press and printed matter enough to let no one whose trade should be yours forget that you are in a position to fill his wants. Originality Best Method.

The local merchant should dwell at length on the fact that he delivers after the goods have been seen and before the money has been paid for them, and when it comes to making good, should anything go wrong, he is right at hand, not a thousand miles away. A reputation for originality is continually being sought by most merchants, and one can get it more easily by being natural in every move. Advertising that sounds like you is not only sure to bring the greatest results, but it is also the one kind of advertising your competitor cannot successfully imitate.

It is true that some self styled advertising experts have studied the dictionary, the grammar and the type specimen books until they are able to talk a jargon that makes advertising—by which we mean printed matter—seem very much of a mystery to the average man. Read the Record and Trade at Home.

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